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Appln. No. 09/811,724
Response dated February 7, 2006
Reply to Office Action of October 11, 2005

FEB 07 2006

**Attorney Docket No. 01145/LH
IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE**

Applicant : M. INOUE et al.

Serial No. : 09/811,724

Filed : March 19, 2001

For : SYSTEM AND METHOD FOR
DISTRIBUTING ADVERTISEMENTS
TO A PLURALITY OF USERS BASED
UPON ADVERTISEMENT USER
ATTRIBUTES AND ADVERTISEMENT
PROVIDER ATTRIBUTES

Art Unit : 2143

Examiner : Alina A. Boutah

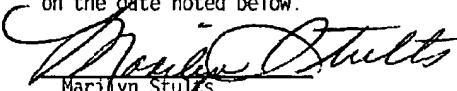
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Marilyn Stults

Dated: February 7, 2006

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**AMENDMENT UNDER 37 CFR 1.116
EXPEDITED PROCEDURE - GROUP 2100**

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S I R :

This is responsive to the Office Action mailed October 11,
2005, the term for response to which is extended by one month by
Petition filed concurrently herewith to February 11, 2006.

Amendments to the Claims are reflected in the listing of claims
which begins on page 2 of this paper.

Remarks/Arguments begin on page 18 of this paper.